

| SCENARIO: Winston September B2G2 Lighters Allocations | | | | |
|---|--|------------|----------|-----|
| | % PV Coverage Targets (During Promotion): | Priority: | 50% | |
| | | Threshold: | 40% | |
| | | Low: | 30% | |
| | Packs/Offer: | 2 | Min SKUs | |
| | Offers/SKU: | 20 | Max SKUs | 5.0 |

| INDUSTRY CARTON SALES PER WEEK PER STORE | | | | | | | | Required Adjustment +/- | Total Revised Allocation | % Of Total Revised Allocation | SKU Allocation Adjusted To Meet Plan | Offer Allocation Adjusted To Meet Plan |
|--|---------|-----------|-----------|-----------|-----------|---------|-----------|-------------------------------|--------------------------------|-------------------------------------|---|---|
| | 75 - 99 | 100 - 149 | 150 - 249 | 250 - 399 | 400 - 599 | 600+ | Total | | | | | |
| SKU Allocation Recommendations are: | | | | | | | | | | | | |
| NESA | 2,910 | 13,242 | 15,663 | 11,467 | 5,781 | 3,712 | 52,776 | 1,001 | 53,777 | 33.28% | 49,921 | 998,400 |
| Boston | 559 | 3,880 | 4,512 | 2,475 | 790 | 465 | 12,662 | 662 | 13,324 | 8.25% | 12,369 | 247,380 |
| New York | 1,039 | 2,034 | 1,427 | 833 | 399 | 314 | 6,046 | 0 | 6,046 | 3.74% | 5,612 | 112,240 |
| Philadelphia | 213 | 1,272 | 967 | 458 | 279 | 228 | 3,417 | 685 | 4,102 | 2.54% | 3,808 | 76,160 |
| Buffalo | 398 | 1,575 | 1,543 | 882 | 464 | 390 | 5,252 | 0 | 5,252 | 3.25% | 4,875 | 97,500 |
| Pittsburgh | 418 | 2,711 | 3,866 | 3,347 | 1,565 | 1,410 | 13,317 | 666 | 13,983 | 8.65% | 12,980 | 259,600 |
| Cincinnati | 303 | 1,769 | 3,348 | 3,471 | 2,285 | 905 | 12,082 | -1,012 | 11,070 | 6.85% | 10,276 | 205,520 |
| SSA | 2,599 | 13,021 | 16,296 | 9,993 | 4,317 | 2,885 | 49,110 | 3,221 | 52,331 | 32.39% | 48,579 | 971,580 |
| Winston-Salem | 417 | 3,770 | 5,687 | 3,336 | 1,120 | 745 | 15,074 | 0 | 15,074 | 9.33% | 13,993 | 279,860 |
| Atlanta | 638 | 2,943 | 3,828 | 2,222 | 1,000 | 440 | 11,070 | 0 | 11,070 | 6.85% | 10,276 | 205,520 |
| Florida | 536 | 2,140 | 2,769 | 2,087 | 1,030 | 700 | 9,262 | 738 | 10,000 | 6.19% | 9,283 | 185,660 |
| Dallas | 640 | 2,337 | 1,939 | 959 | 490 | 465 | 6,830 | 2,100 | 8,930 | 5.53% | 8,290 | 165,800 |
| Richmond | 368 | 1,831 | 2,073 | 1,389 | 678 | 535 | 6,874 | 383 | 7,257 | 4.49% | 6,737 | 134,740 |
| WSA | 1,522 | 7,657 | 6,390 | 3,367 | 1,219 | 926 | 21,080 | 1,663 | 22,743 | 14.07% | 21,112 | 422,240 |
| No. California | 209 | 1,525 | 1,123 | 605 | 291 | 209 | 3,961 | 0 | 3,961 | 2.45% | 3,677 | 73,540 |
| So. California | 231 | 1,467 | 1,061 | 690 | 256 | 195 | 3,900 | 620 | 4,520 | 2.80% | 4,196 | 83,920 |
| Seattle | 349 | 1,304 | 872 | 323 | 138 | 186 | 3,172 | 911 | 4,083 | 2.53% | 3,790 | 75,800 |
| Houston | 733 | 3,361 | 3,334 | 1,750 | 534 | 335 | 10,047 | 132 | 10,179 | 6.30% | 9,449 | 188,980 |
| MWSA | 2,275 | 8,156 | 8,364 | 6,411 | 3,604 | 2,480 | 31,290 | 1,445 | 32,735 | 20.26% | 30,388 | 607,760 |
| Chicago | 598 | 1,643 | 1,637 | 1,462 | 1,056 | 996 | 7,391 | 0 | 7,391 | 4.57% | 6,861 | 137,220 |
| Minneapolis | 490 | 1,297 | 1,052 | 802 | 379 | 168 | 4,188 | 1,061 | 5,249 | 3.25% | 4,873 | 97,460 |
| Denver | 558 | 1,921 | 1,899 | 1,067 | 477 | 310 | 6,232 | 270 | 6,502 | 4.02% | 6,036 | 120,720 |
| Detroit | 269 | 1,756 | 1,775 | 1,492 | 825 | 391 | 6,508 | 0 | 6,508 | 4.03% | 6,041 | 120,820 |
| St. Louis | 360 | 1,539 | 2,001 | 1,588 | 868 | 615 | 6,971 | 114 | 7,085 | 4.38% | 6,577 | 131,540 |
| Total SKUs: | 9,306 | 42,076 | 46,713 | 31,237 | 14,921 | 10,002 | 154,256 | 7,330 | 161,586 | 100.00% | 150,000 | 3,000,000 |
| Total Offers | 186,113 | 841,528 | 934,250 | 624,750 | 298,424 | 200,046 | 3,085,120 | 146,600 | 3,231,720 | | | |

WINSTON Work Plan Promotion Detail

4875 SKUs ✓

4875 SKUs ✓

TBD ✓

| | WINSTON August B2G2F (DTS 8/1-8/29) 97500 Offers | WINSTON September B2G2 Ltrs (DTS 9/1-9/26) 97500 Offers | WINSTON October B2G Hat (DTS 9/29-10/31) | WINSTON December Premium TBD |
|---|---|---|--|-------------------------------------|
| I. Selling/Execution Detail | | | | |
| Promotion Details | Buy 2 packs get 2 free. Includes Product Story Insert 1605 Cases | Buy 2 packs get 2 lighters. Includes Product Story Insert | Buy 2 packs get Khaki No Bull hat. Includes Product Story Insert & Name Generation | Premium TBD Product Story Insert |
| Display Size/Load | 20 | 20 | 20 | 20 |
| Offer Materials | Display/POS kit with sleeves 526982 | Display/POS kit with sleeves 527552 | Display/POS kit with sleeves 529301 | Display/POS kit with sleeves TBD |
| - Item # | | | | |
| - Includes | Counter Display Pre-assembled, 20 pre-assembled sleeves, 1 DBRC | Counter Display Pre-assembled, 20 sets of 2 lighters each in sleeves with product story 1 DBRC | Counter Display Pre-assembled, 20 hats in sleeves with product story, 1 DBRC | TBD |
| - SKU Packing | 20 | 20 | 20 | 20 |
| Recommended Displays | in SKU | in SKU | in SKU | in SKU |
| II. ROI Detail | | | | |
| Promotion # | 700165 | 700649 | 700927 | TBD |
| Allocations Available | 05/07 | 05/07 | 07/01 | 07/01 |
| Model Available | 05/07 | 05/19 | 07/07 | 08/11 |
| Allocation Adjustments to Model: | 05/05-06/13 | 05/19-6/27 | 07/07-08/15 | 09/02-10/03 |
| Templates Available: | 06/16 | 6/30 | 08/15 | 10/03 |
| Value-Added Transfer Deadline: | 06/16-06/20 | 06/30-07/11 | 08/18-08/22 | 10/06-10/10 |
| First Order Date: | 06/16 | 07/21 | 08/18 | 10/13 |
| First Delivery Date to Direct Accounts: | 07/07 | 08/4 | 09/01 | 11/03 |
| Reporting Dates | 08/04-09/26 | 09/01-10/31 | 09/29-11/28 | 12/01-01/30/98 |
| SIS Reporting: | WIN AUG B2G2F | WIN SEP B2GLTRS | WIN OCT HAT | TBD |
| Promotional UPC | 012300-70373 | 012300-70373 | 012300-70373 | TBD |
| Product UPC's | Win FF 85 Box - 01240010000 Win L 85 Box - 01240020000 | N/A | N/A | N/A |

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3466

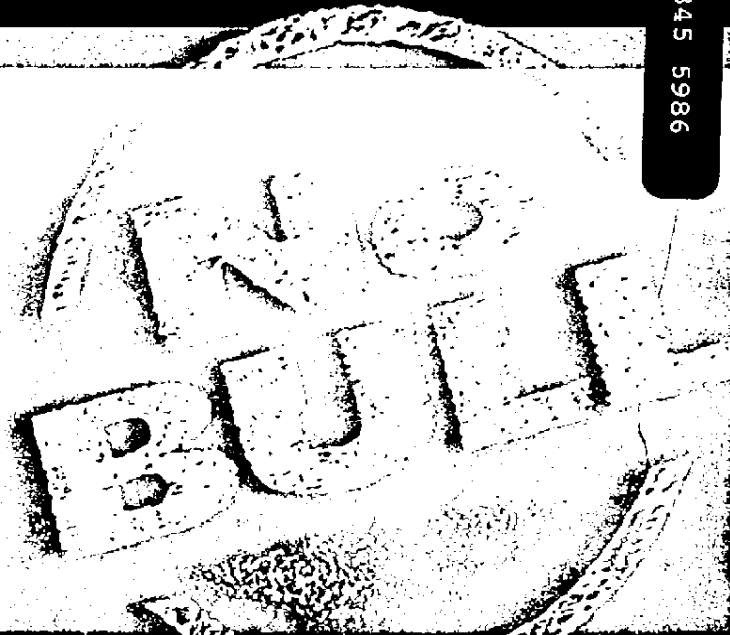
Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2
lighters

FREE with
2-pack purchase



51845 5986

Two free No Bull Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.
Get 2
lighters

FREE with
2-pack purchase

Winston
No additives.
New Winston

51845 5987

WINSTON September B2G2 Lighters Workplan Allocations
Program #700649, Item #527552

51845 5988

| | SKU Allocations Adjusted to Meet Plan | 7-11 SKU Allocation (1 SKU/Store) | Total SKUs | Adjusted to 150M Total SKUs | Equivalent Offers |
|--|--|---|----------------|-----------------------------------|----------------------|
| NESA | 44,974 | 890 | 45,864 | 45,923 | 918,460 |
| Boston | 7,423 | 77 | 7,500 | 7,500 | 150,000 |
| New York | 5,612 | 234 | 5,856 | 5,856 | 117,120 |
| Philadelphi | 3,808 | 510 | 4,318 | 3,808 | 76,160 |
| Buffalo | 4,875 | 49 | 4,924 | 5,103 | 102,060 |
| Pittsburgh | 12,980 | 20 | 13,000 | 13,191 | 263,820 |
| Cincinnati | 10,276 | 0 | 10,276 | 10,465 | 209,300 |
| SSA | 48,579 | 1,443 | 50,022 | 50,099 | 1,001,980 |
| Winston-S | 13,993 | 0 | 13,993 | 14,014 | 280,280 |
| Atlanta | 10,276 | 0 | 10,276 | 10,292 | 205,840 |
| Florida | 9,283 | 421 | 9,704 | 9,719 | 194,380 |
| Dallas | 8,290 | 229 | 8,519 | 8,532 | 170,640 |
| Richmond | 6,737 | 793 | 7,530 | 7,542 | 150,840 |
| WSA | 20,514 | 2,105 | 22,619 | 22,641 | 452,820 |
| N. Californi | 3,531 | 646 | 4,177 | 4,177 | 83,540 |
| S. Californi | 3,744 | 702 | 4,446 | 4,446 | 88,920 |
| Seattle | 3,790 | 471 | 4,261 | 4,268 | 85,360 |
| Houston | 9,449 | 286 | 9,735 | 9,750 | 195,000 |
| MWSA | 30,388 | 900 | 31,288 | 31,337 | 626,740 |
| Chicago | 6,861 | 167 | 7,028 | 7,039 | 140,780 |
| Minneapolis | 4,873 | 70 | 4,943 | 4,951 | 99,020 |
| Denver | 6,036 | 467 | 6,503 | 6,513 | 130,260 |
| Detroit | 6,041 | 127 | 6,168 | 6,178 | 123,560 |
| St. Louis | 6,577 | 69 | 6,646 | 6,656 | 133,120 |
| TOTALS | 144,455 | 5,338 | 149,793 | 150,000 | 3,000,000 |
| | | Remove Fixed | 133,670 | | |
| | | * from D | | | |
| | | * from 150M | 133,877 | | |
| | | RATIO | 0.998453805 | | |
| Allocations adjusted to include 7-11 at 1 SKU per store. | | | | | |

rj|086/ccd
6/27/97